

# RJ REYNOLDS

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

March 6, 1998

RJR Account #570300

Mr. T. Hyrb  
SCHEIDELMAN, INC.

### JUNE: DORAL B1G1F / PROMOTION #800432

Dear Tom:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 30 skus of B1G1F Displays (Item #541865) to pack and ship this promotion to your participating retail accounts.

| DORAL<br>BRAND STYLE | B1G1F<br>UPC Code | #/ (6M) Cases<br>B1G1F |
|----------------------|-------------------|------------------------|
| Men Lt 100           | 12300-25365       | 1                      |
| Ult Light 100        | 12300-25363       | 1                      |
| Lt Box 100           | 12300-25370       | 1                      |
| FF Box 100           | 12300-25369       | 1                      |

#### DISPLAY DETAIL (#541865)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

#### PO #051898

Product / Display Arrival:

May 19, 1998

Ship Date to Retail:

Week of: June 8, 1998

SKU CUBE :

0.4955

SKU WT (w/o Product):

1.1000 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$280.21

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PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR JUN B1G1F'

-2-

B1G1F

SCHEIDELMAN, INC.

**PROMOTION DESCRIPTION:** SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. (A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY). SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**DISPLAY LOAD:**

\*4 CARTONS; ONE CARTON EACH STYLE:

DORAL MEN LT 100 / ULT LT 100 / LT Box 100 / FF Box 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$4.90 per promoted 6M case for all displays packed and shipped to retail on a timely basis. This equates to \$19.60 (4 (6M) case(s) @ \$4.90). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc  
cc: 162206  
L. E. MacWilliams

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JNB1-432.DOC

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BPENSSB2

## WORKPLAN VAP TEMPLATE LISTING

 PAGE: 9  
 DATE: 98-04-29  
 TIME: 10:59 AM

WHOLESALER : 570300 SCHEIDELMAN, INC. <DIRECT>  
 TEMPLATE : 800432 80600 DOR JUN BIG1F  
 TEMPLATE SEQ : 0910  
 SALES LEVEL : 16XXXX

| TERR   | RETAIL | ACCT   | NAME                 | ADDRESS           | CITY         | ST | ZIP   | QTY   | TAX       | CHAIN-ID | SUPPLIER      | ACCT PHONE # |
|--------|--------|--------|----------------------|-------------------|--------------|----|-------|-------|-----------|----------|---------------|--------------|
| 162202 | 162238 | 172450 | VELIAS HOMETOWN MKT  | 45 REDFIELD ST    | CONSTANTIA   | NY | 13044 | 2     |           |          | (315)623-9472 |              |
| 162202 | 162232 | 753483 | LOFFT'S MARKET       | 2651 ERIE DR      | WEEDSPORT    | NY | 13166 | 2     |           | 650      | (315)834-9988 |              |
| 162202 | 162238 | 172451 | NU MART, INC.        | 2328 STATE ROUTE  | WEST MONROE  | NY | 13167 | 2     |           |          | (315)668-6384 |              |
| 162202 | 162236 | 036009 | NORTH BAY MINI MART  | 2058 ROUTE 49     | NORTH BAY    | NY | 13123 | 2     |           |          | (315)245-1135 |              |
| 162202 | 162236 | 304743 | NICHOLS NEWS & VAR   | 80 MAIN ST        | CAMDEN       | NY | 13316 | 2     |           |          | (315)245-1959 |              |
| 162202 | 162238 | 696617 | C&J'S GROCERY        | 370 COUNTY ROUTE  | PENNELLVILLE | NY | 13132 | 1     |           | 0205     | (315)695-2131 |              |
| 162202 | 162236 | 172449 | VELLA'S NO SHORE MK  | 103 SOUTH LAKE ST | CLEVELAND    | NY | 13042 | 1     |           |          | (315)675-8800 |              |
| 162206 | 162235 | 539527 | BAILEY'S STOP & SHO  | 12034 STATE ROUTE | REMSEN       | NY | 13438 | 1     |           |          | (315)831-5895 |              |
| 162206 | 162234 | 745944 | SMOKEY'S             | 266 N MAIN ST     | HERKIMER     | NY | 13350 | 2     |           | 3035     | (000)866-2641 |              |
| 162206 | 162235 | 769173 | NICE N EASY #2502    | 8035 STATE ROUTE  | BARNEVELD    | NY | 13304 | 1     |           |          | (315)896-2139 |              |
| 162206 | 162234 | 787328 | FRED'S FAMILY FOODLA | 3478 ONEIDA ST    | CHADWICKS    | NY | 13319 | 1     |           |          | (315)737-9564 |              |
| 162206 | 162235 | 596637 | HILLTOP MARKET       | ROUTE 26 - BOX 30 | WEST LEYDEN  | NY | 13489 | 1     |           | 3026     | (315)942-2338 |              |
| 162206 | 162235 | 664270 | GREENE'S MOBIL III   | 384 N GENESEE ST  | UTICA        | NY | 13502 | 2     | 2845-0000 | 3050     | (315)733-6817 |              |
| 162206 | 162235 | 172352 | WILLIAMSON FOODLAND  | 102 E SCHUYLER ST | BOONVILLE    | NY | 13309 | 2     |           |          | (315)942-2614 |              |
| 162206 | 162236 | 173070 | SAL'S GROCERY        | 115 N MAIN ST     | CANASTOTA    | NY | 13032 | 2     |           | 3038     | (315)697-7932 |              |
| 162206 | 162236 | 086899 | KEKIS MOBIL SERVICE  | 400 W DOMINICK ST | ROME         | NY | 13440 | 2     |           | 3043     | (315)336-3130 |              |
| 162206 | 162234 | 667897 | BOB'S COUNTRY STORE  | ROUTE 166         | ROSEBOOM     | NY | 13450 | 2     |           | 0022     | (607)264-3007 |              |
| 162206 | 162235 | 419907 | NICE N EASY #2501    | 12200 STATE ROUTE | POLAND       | NY | 13431 | 2 NYS |           |          | (315)826-7222 |              |

PAGE BREAK TOTAL ACCOUNTS 18 TOTAL QUANTITY 30

TEMPLATE TOTAL ACCOUNTS 18 TOTAL QUANTITY 30

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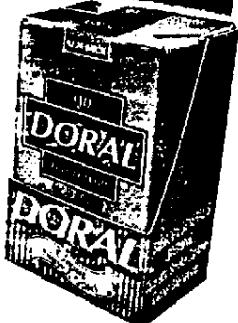


# Discover Our New Look, The Big American Adventure Sweepstakes, And A Buy 1 Get 1 Free Promotion. *June Is Packed with Excitement!*

Only Doral could bring such excitement to the month of June. First of all, we're introducing a dynamic new packaging design, as well as a sweepstakes offering your customers a chance to win a chartered tour of six exciting American destinations. Then there's the Buy 1 Get 1 Free Promotion.

The 2-pack sleeves are pre-packaged in a 20-unit display which can be easily restocked and refilled.

**Buy 1  
Get 1  
Free**



**2-Pack  
Sleeve**

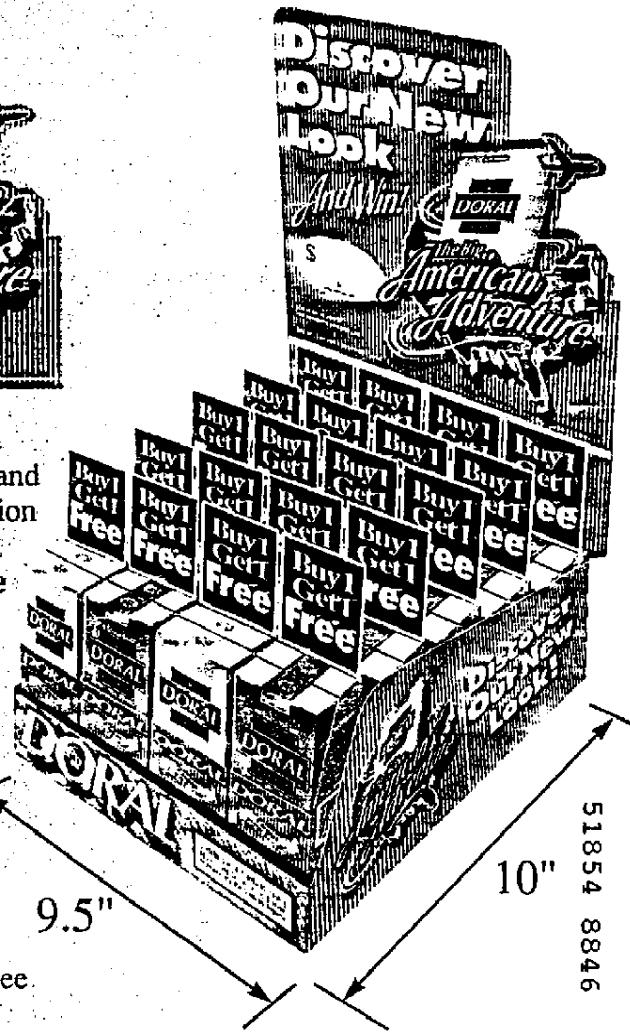
## Counter Display



Next, the Counter Display and POS Card work to call attention to your money-saving promotion as well as to "The Big American Adventure" Sweepstakes. The Counter Display is small enough for any sales counter.

### Details -

- 20 Offers Per SKU
- Special complimentary tear-tape on gratis packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free.



SWEEPSTAKES VOID IN MA, MI, AND VA,  
AND WHERE PROHIBITED BY LAW.



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The 2-pack sleeves are pre-packaged in a 20-unit display which can be easily restocked and refilled.

## POS Card/ Alternate Header



Next, the Counter Display and POS Card work to call attention to your money-saving promotion as well as to "The Big American Adventure" Sweepstakes. The Counter Display is small enough for any sales counter.

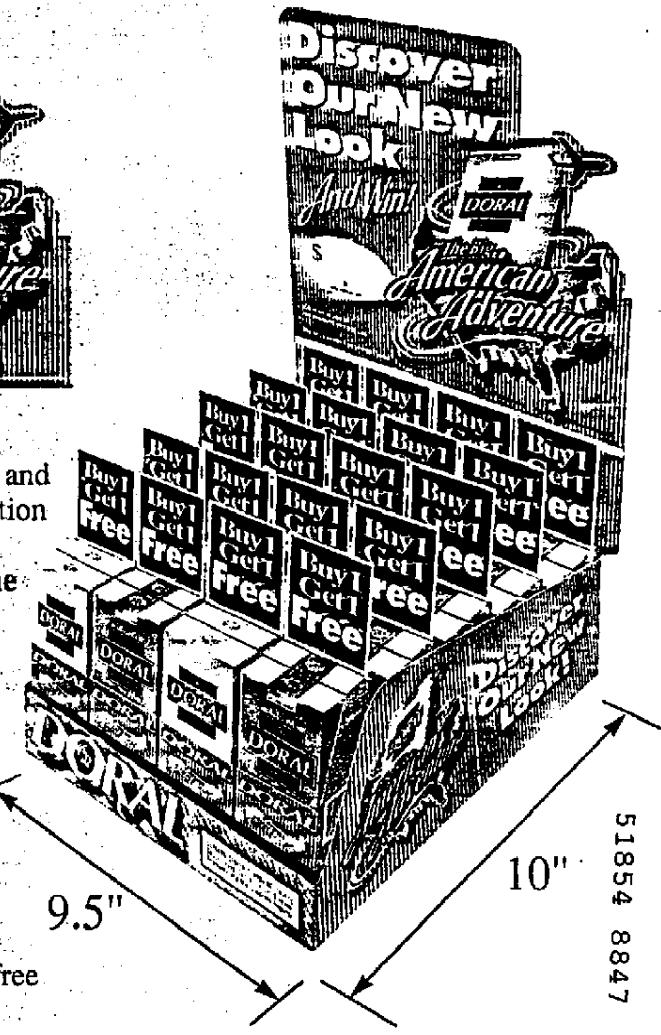
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**2-Pack  
Sleeve**



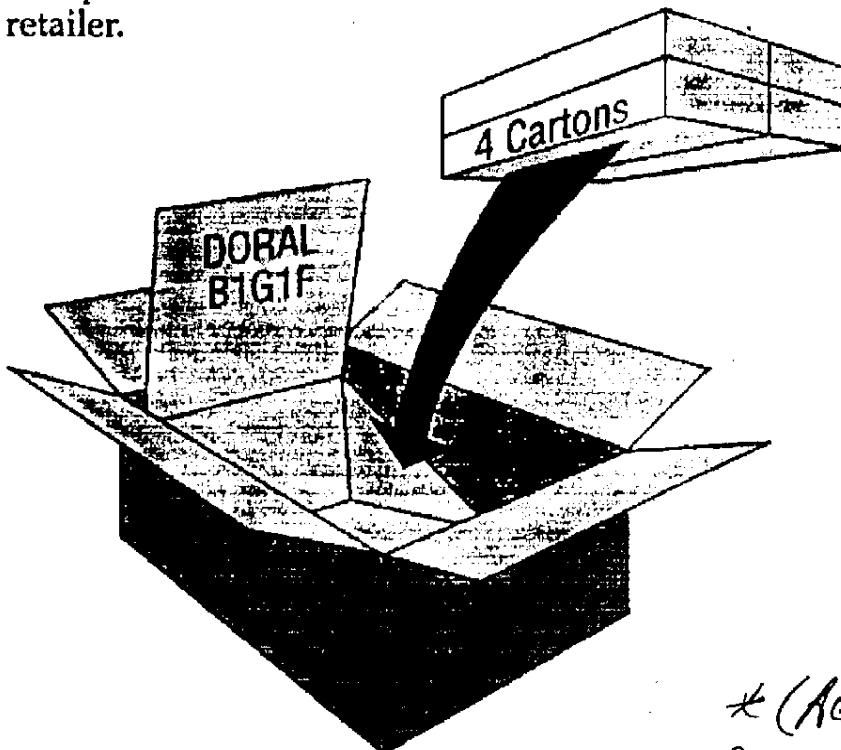
## Counter Display



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**WHOLESALER PACKING INSTRUCTIONS****VALUE ADDED PROMOTIONS****2ND QTR. '98****June DORAL B1G1F****(Buy 1 Pack Get 1 Free)****STEPS**

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



*\* (Accts w/15 or less)  
Ensure Brand Mix  
if only 2 styles  
are shipped*

**Item: # 541865****Promotion Reporting Description: DOR JUN B1G1F**

| <b>Brand Style</b>       | <b>MEN LT<br/>100</b> | <b>WLT LT<br/>100</b> | <b>FF Box<br/>100</b> | <b>LT Box<br/>100</b> |  |  |
|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|--|--|
| <b>Number of Cartons</b> | <b>1</b>              | <b>1</b>              | <b>1</b>              | <b>1</b>              |  |  |

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